

METHOD AND APPARATUS FOR REAL-TIME REPORTING OF ELECTRONIC COMMERCE ACTIVITY

ABSTRACT OF THE DISCLOSURE

A method and apparatus is disclosed for tracking and reporting electronic commerce activity over a web site that is stored on a first server coupled to a wide area network. The web page is programmed to include data fields reflecting commerce transaction activity and data mining code. The web page is uploaded to a visitor computer responsive to a request over the wide area network from the visitor computer. Commerce information is accepted within the data fields of the web page at the visitor computer to form a completed web page. The data mining code is operated on the visitor computer to obtain technical and commercial data and sent to a second server on the wide area network for logging and analysis.

APPENDIX I

```
1:  <!-- Copyright 1999 WebTrends Corporation --->
2:  <!-- http://www.webtrends.com --->
3:  <!-- Modification of this code is not allowed and will
5 permanently disable your account --->
4:  <script language="JavaScript1.2">
5:  <!--
6:  var code = "";
7:  var ORDER = "<% ORDER %>"
10  var SERVER = "";
8:  var title = escape(document.title);
9:  var url = window.document.URL;
10:  var orderstr = escape(order);
11:  var get =
15 "http://stats.webtrends.live.com/scripts/enterprise.cgi";
12:  get += "?sid=000-99-9-7-27-7349&siteID=232";
13:  get += "&title=" + title + "&url=" + url;
16:  document.write("<" + "script src='" + get +
17 "></script>");
20 17:  //-->
18:  </script>
19:  <script language="JavaScript1.2">
20:  document.write(code);
21:  document.write("<" + "!--"); </script>
25 22:  
24:  <script language="JavaScript1.2">
30 25:  document.write(" ---" + ">");
26:  </script>
27:  <noscript>
28:  
30:  </noscript>
31:  <!-- End of WebTrends Counter insertion --->
```

APPENDIX II

```
40 <%
ORDER = "D1;"
FOR i = 0 to UBOUND(orders)
ORDER = ORDER + product(i) & "," & category(i) >>
& "," & number_sold(i) & "," & unit_price(i) >>
45 & ";"
NEXT
%>
```

('>>' indicates line continues)

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